DOCUMENT RESUME

ED 306 890 HE 022 614

AUTHOR Taylor, Ralph W.
TITLE SCORES: Search Committee on Recruitment of Excellent Students. Academic Festival, Huntington, West Virginia. March 11, 1989.
INSTITUTION American Association of State Colleges and Universities, Washington, D.C.; Marshall Univ., Huntington, W. Va.
PUB DATE 1 Mar 89
NOTE 23p.; This report is one of a group gathered by the AASCU/ERIC Model Programs Inventory Project, funded by the Fund for the Improvement of Postsecondary Education to the American Association of State Colleges and Universities, in collaboration with the ERIC Clearinghouse on Higher Education. For related documents, see HE 022 565-617, HE 022 619-643 and HE 022 645-659.
PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Academic Achievement; Awards; *College Choice; College Programs; Higher Education; High Schools; *High School Students; Models; Program Descriptions; State Universities; *Student Recruitment
IDENTIFIERS *AASCU ERIC Model Programs Inventory Project; *Marshall University WV; SCORES Program; West Virginia

ABSTRACT

The Marshall University Search Committee on Recruitment of Excellent Students (SCORES) program, is intended to encourage good students in West Virginia to attend college and to encourage them to choose Marshall University. SCORES is an annual recognition of academic excellence among high school sophomores, juniors, and seniors. High school teachers and counselors are contacted and asked to identify students with a grade point average of 3.0 or better in the subject area in which they wish to compete. Each spring an academic festival is held on campus, and approximately 100 tests covering all academic disciplines are administered. Participating students may be from West Virginia, southern Ohio, and eastern Kentucky. In 1987 and 1988, approximately 3500 students participated, and 4000 are expected in 1989. Awards are given at the end of the day to both students and schools. Followup letters and certificates are sent to all who did well on the tests, with invitations to visit and apply to the university. (KM)

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S.C.O.R.E.S.

Search Committee on Recruitment of Excellent Students

ACADEMIC FESTIVAL

MARCH 11, 1989

CELEBRATING 11 YEARS OF RECOGNIZING EXCELLENCE

MARSHALL UNIVERSITY

Huntington, WV

HE022614

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EXCELLENT STUDENTS-TOMORROWS SCHOLARS

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AASCU/ERIC Model Programs Inventory Project

The AASCU/ERIC Model Programs Inventory is a two-year project seeking to establish and test a model system for collecting and disseminating information on model programs at AASCU-member institutions--375 of the public four-year colleges and universities in the United States.

The four objectives of the project are:

- To increase the information on model programs available to all institutions through the ERIC system
- To encourage the use of the ERIC system by AASCU institutions
- To improve AASCU's ability to know about, and share information on, activities at member institutions, and
- To test a model for collaboration with ERIC that other national organizations might adopt.

The AASCU/ERIC Model Programs Inventory Project is funded with a grant from the Fund for the Improvement of Postsecondary Education to the American Association of State Colleges and Universities, in collaboration with the ERIC Clearinghouse on Higher Education at The George Washington University.

S.C.O.R.E.S.

SEARCH COMMITTEE ON RECRUITMENT

OF EXCELLENT STUDENTS

MARSHALL UNIVERSITY

HUNTINGTON, WV 25701

Director of S.C.O.R.E.S.

Dr. Ralph W. Taylor, Ph.D.

(304) 696-6752

MARCH 1, 1989

ABSTRACT

The Search Committee on Recruitment of Excellent Students, (S.C.O.R.E.S.), is a very successful program which encourages good students to attend college and specifically **Marshall University** in Huntington, WV. It is estimated that in excess of 10,000 young students have participated in the program since its inception in 1979. The goals of the **S.C.O.R.E.S.** program are two-fold. West Virginia has a very low percentage of its populace who attend college. By participating in programs of this type, held on college campuses, it is thought that some of the fear associated with going away to college might be removed. Secondly, we hope to encourage the better students, many of whom attend colleges and universities out of state, to attend our institution.

The **S.C.O.R.E.S.** program is an annual recognition of academic excellence involving high school sophomores, juniors, and seniors. Each spring an academic festival is held on campus. The environment is similar to what one might experience at a state music festival. Approximately 100 tests covering all academic disciplines are administered to students from West Virginia, Southern Ohio, and Eastern Kentucky. For the years of 1987 and 1988, approximately 3500 students participated and in 1989, it is expected that we will bring nearly 4000 young people to our campus.

High school teachers and counselors are contacted and asked to identify their better students. Students must have a G.P.A. of 3.0 or better in the subject area in which they wish to compete.

The Academic Festival begins at 8:00 a.m. on a Saturday in March and runs through approximately 3:00 p.m. the same day. During this time, the students may choose to be tested in a wide variety of academic areas; these include History, Literature, the hard Sciences, Math, Physics, Chemistry, Biology, and Geology, the Arts, Music (performance and Theory), and many more. Some contests such as Scene Design, (Drama), and Sculpture require that the entries be pre-submitted for judging. The day ends with all of the students gathered together in the basketball arena. Here the awards are passed out. A first, second, and third place medallion is awarded for each of the approximately 100 tests. Each school is allowed to nominate one student to compete in the Best Student Award competition. The student who scores the highest in the two pre-designated contests of his choice is awarded a $1000.00 scholarship to attend Marshall University. The last and most exciting part of the program is the announcement of the winners of the Sweepstakes Awards. The schools with the best performance as a group are recognized and awarded a spectacular trophy to proudly display next to their athletic trophies, if they so desire. First and second place trophies are awarded in three divisions based upon the size of the competing schools.

As a follow-up to the Festival, Marshall University's academic departments send letters of congratulations and a Commended Scholar Certificate to all who have done well on the tests. All participants receive a certificate of participation and an invitation to visit Marshall and/or join us upon graduation from high school.

The program is widely supported by the administration and faculty alike. Funding is provided by the West Virginia Higher Education Resource Fund, (HERF). Expenses include Festival day (breakfast, lunch and trophies), a secretary's salary and some released time for the Director. It is considered by most to be one of the more successful programs operated on campus. We are looking forward to our second decade of recognizing academic excellence.

SCORES HISTORY AND

DESCRIPTION OF THE PROGRAM

When the **Search Committee on Recruitment of Excellent Students (S.C.O.R.E.S.)** began in 1977, it was designed largely as an organized letter writing effort to contact secondary school students who reported high ACT scores. Established under the direction of Dr. Alan B. Gould, Professor of History, and Dr. Craig Monroe, Assistance Professor Speech, departmental liaison committee members were requested to write letters to high scoring students who indicated an interest in a particular field, explaining each departments' offerings. A follow-up telephone call and an invitation to attend any special departmental activities were also suggested as part of the early **S.C.O.R.E.S.** recruitment efforts.

Encouragement to sponsor workshops in various departments soon spawned the first Academic Festival on April 28, 1979, coordinated by Dr. Monroe. Approximately 300 students from 26 area high schools attended the first Festival.

Since 1979 **SCORES** has hosted an Annual Academic Festival to recognize academic achievement among area high school students, to cultivate strong ties with high schools in the region and to generate public awareness of academic achievement occurring in various communities surrounding Marshall University. Many rural Appalachian students have never considered higher education for themselves, and the Festival demonstrates that they indeed possess the ability to compete at a college level and that they will feel comfortable on a college campus.

At the same time the University is able to identify academically talented high school students and provide them with "hands on" exposure to the campus, its professors and its programs. The Festival as a whole reinforces the West Virginia Board of Regents' goal of increasing the college going rate in the state.

Supported with a budget from Higher Education Resource Funds (HERF), **SCORES** produces a comprehensive Contest Booklet for all interested high schools, sponsors a Recognition Luncheon for high school sponsors, administers over 100 different academic contests, provides breakfast and lunch for students at the Academic Festival and presents awards, all at no cost to the participants.

Eligibility standards for the Academic Festival may be adjusted each year, but generally require that a high school student be a junior or senior with a 3.0 gpa in the contest area. If a school has no curriculum equivalent to a particular contest, the interested student must have an overall gpa of 3.0. Sophomores meeting the gpa requirements may partici-

pate in numbers not to exceed 10% of the total sophomore class. In most contests, schools may send five representatives, but in certain closed contests, those limited by time or availability of equipment, only three students from one school may enter.

The **SCORES ACADEMIC FESTIVAL** is preceded by seven months of preparation which begins in the fall term. A volunteer committee of 50 members representing every academic department of the university, high school faculty, university administrators and high school administrators guide and assist with development of the program. Their first task is the production of a Contest Booklet which describes the program, delineates participation rules, and describes the contests being offered. Contest offerings range from typical pencil and paper exams in history, math and chemistry to performance tests in disciplines such as music, theatre, dance and art.

Once assembled, the Booklet and registration materials are distributed to high school contacts either at a Recognition Luncheon or by mail. Students review the Booklet and select the contests they wish to enter. Contestants may participate in no more than three exams. Although several contests require presubmitted work, most are administered during one of three 60 minute exam periods on the day of the Festival.

High school contacts submit their entries during a six week registration period after which a registration packet containing a schedule of the days events, campus map and individual student test schedules is returned to participating schools. The contact also submits the school's nomination for the Academic Festival Outstanding Student who will compete for a scholarship to Marshall University. The nominated student must demonstrate not only academic excellence, but community and cultural involvement and physical fitness as well.

When contestants arrive on campus for the Festival competition, coming from Kentucky, Ohio, and West Virginia, they may enjoy the breakfast provided or go directly to the contest for which they are registered. The contests are particularly beneficial in that students not only demonstrate their academic talent, but also experience college on a small scale in the facilities and with the faculty of the University.

While **SCORES** committee volunteers grade exams, students, parents and high school sponsors are given lunch, offered guided tours of campus, attend an organizations fair, confer with admissions and financial aid personnel, and are provided entertainment.

When all scoring has been completed an awards assembly begins with a roll call of participating schools, which

produces competitive cheering as the students demonstrate their academic school spirit. First, second and third place medallions, over 300 in total, are awarded to individuals who turned in the best performances in each contest. A Sweepstakes trophy and a Runner-up trophy are given to two schools with the greatest point totals based on the number of first, second and third place wins. A scholarship to Marshall University is awarded to the Academic Festival Outstanding Student, that is, the nominee who reported the highest scores on the contests in which he/she participated.

Shortly after the Festival, Commended Scholar Certificates are sent to all students who turned in an exceptional performance, but did not place among the top three, and participation Certificates are sent to each student who attended the Festival.

Once the **SCORES** committee has recognized academic excellence through the Academic Festival, and introduced high school students to campus, efforts focus on maintaining the contact that has been made and further encouraging enrollment in college. Names and addresses of students who participated in each contest are forwarded to departmental representatives so they may write letters of encouragement and invite contestants for a return visit and closer investigation of specific programs.

Although **SCORES** can report many successful events, the program has not fallen into a routine. Each year brings change and improvement. Schools who have never participated in the Academic Festival continually request information about the event. University support for **SCORES** has been unwavering, as demonstrated through continued support in terms of budget, space, equipment, and personnel. **SCORES** is expected to expand and improve as the program continues, and to expose thousands of high academic achievers to the excitement of higher education.

APPENDIX A

THE SCORES PROGRAM

COMMITTEE SUPPORT STRUCTURE

The **SCORES** Director is assisted by several committees who assume various responsibilities.

Steering Committee

Policies that govern **SCORES** fall under the auspices of the Steering Committee guided by the Director. The Steering Committee is comprised of representatives of each College of the University, selected administrative offices and several high school contact persons.

Deans are contacted early in the fall semester to re-affirm their Steering Committee appointment or to solicit a replacement, if necessary.

The Steering Committee meets at the discretion and need of the Director.

Liaison Committee

The Steering Committee also serves as part of the Liaison Committee. Add to the Steering core, a representative from each department in the University to produce the Liaison Committee. Liaisons relay **SCORES** plans to all members of their respective departments who are involved in the Festival, and they supervise contest preparation, administration, scoring and reporting of test scores.

Department chairs are contacted early in the fall semester to identify Liaison appointments.

The Liaison Committee meets monthly or as deemed necessary by the Director to successfully complete the Academic Festival.

Subcommittees

Any number of subcommittees may be designated by the Director to aid in various aspects of the Festival preparations or execution. Subcommittees ordinarily include but are not limited to Scholarship, Recognition Luncheon, and Festival Entertainment. Subcommittees are named at the discretion of the Director.

Scholarship - reviews and updates as necessary scholarship selection criteria, responsible for determining scholarship recipient and conducting any tie-breakers needed.

Recognition Luncheon -	determines menu, collects door prizes, and arranges entertainment.
Festival Entertainment -	makes suggestions and arranges for activities to entertain participants during free time.

APPENDIX B

SCORES DIRECTOR

Job Description

The Search Committee on Recruitment of Excellent Students (SCORES) is a group of just under 50 volunteers from the University and from area high schools charged with the responsibility of planning and executing the Academic Festival competition on campus each spring. Two major purposes guide the Academic Festival, 1) to recognize academic excellence among area high school students, and 2) to provide an opportunity for the University to recruit academically talented high school students from the region.

The **SCORES** director, reporting to the Assistant Provost, coordinates all activities necessary to successfully complete the Academic Festival, whether directly or in conjunction with the Steering Committee, the Liaison Committee or any number of subcommittees named to oversee particular facets of the Festival. Six hours release time each semester is granted to the Director.

Representatives from each college in the University, from selected administrative offices, and from area high schools make up the Steering Committee which serves as the policy making body of **SCORES**. A representative from each department in the University is added to the Steering body to form the Liaison Committee responsible for writing, administering and scoring contests at the departmental level, and keeping all department members informed about the **SCORES** calendar and activities.

Specific duties of the Director include:

a. guiding development of **SCORES** policy with the Steering Committee,
b. organizing the Liaison Committee with college Deans each fall,
c. assigning subcommittee duties which generally include Scholarship, Recognition Luncheon, Festival Entertainment and Retention.
d. working with the Liaison Committee to publish a Contest Booklet describing all contests offered, times offered and rooms assigned,
e. reserving the Henderson Center and classrooms for contests as well as assigning contests to a particular room,
f. publicizing **SCORES** activities.
g. organizing a Recognition Luncheon with participating high schools to kickoff festival preparations,
h. distributing Contest Booklets, festival rules and registration materials,
i locating funds for the Outstanding Student Scholarship,

j. processing registrations as received,
k. returning student registration at least one week prior to the festival.
l. distributing class lists and student addresses to University contest supervisors,
m. overseeing and delegating responsibilities for activities on the day of the festival which include:
   - registration of schools as they arrive,
   - trouble shooting,
   - reporting of contest scores,
   - tabulating Outstanding Student results,
   - serving breakfast and lunch to participants,
   - providing activities during students' free time,
   - directing the Awards Ceremony,
   - contact with the press,
n. distributing participation and commended scholar certificates following the festival,
o. setting next festival date,
p. running retention study budget,
r. overseeing operation of an IBM Personal Computer,
s. direction the part-time **SCORES** secretary,
t. arranging for judges for WOWK's High-Q academic competition program,
u. locating tour guides for the National Merit Scholars and Honor Graduate Day, and
v. sending thank you letters to everyone involved in executing the Festival.

APPENDIX C

DIRECTORS

1977-78	Dr. Alan Gould, Professor of History
1978-79	Dr. Alan Gould, Professor of History (Academic Festival Coordinator - Dr. Craig Monroe, Asst. Professor, Speech)
1979-83	Dr. Claire F. Horton, Asst. professor, Sociology/ Anthropology.
1983-84	Sarah Denman, Asst. Dean, Community College
1984-85	Dr. Carolyn B. Hunter, Director of Development and General Studies of Marshall University Community College
1985-87	Janet Dooley, Asst. Professor, Journalism
1987-Present	Dr. Ralph W. Taylor, Professor of Biological Sciences

APPENDIX D

Proposed Procedure for Selection
of Outstanding Student - SCORES

I. Each high school should select one (1) student to be its represeentative in this competition, using the following criteria:

(1) Student must be a graduating senior
(2) Selection process should be based on the following formula

a.	Academic excellence	70%
b.	Contribution to society/community	10%
c.	Involvement in Arts (Art, Drama Dance, Music, Poetry and Writing	10%
d.	Physical fitness/Sports involvement	10%

II. Upon selection of one student, the high school should forward the following information to the committee overseeing this competition:

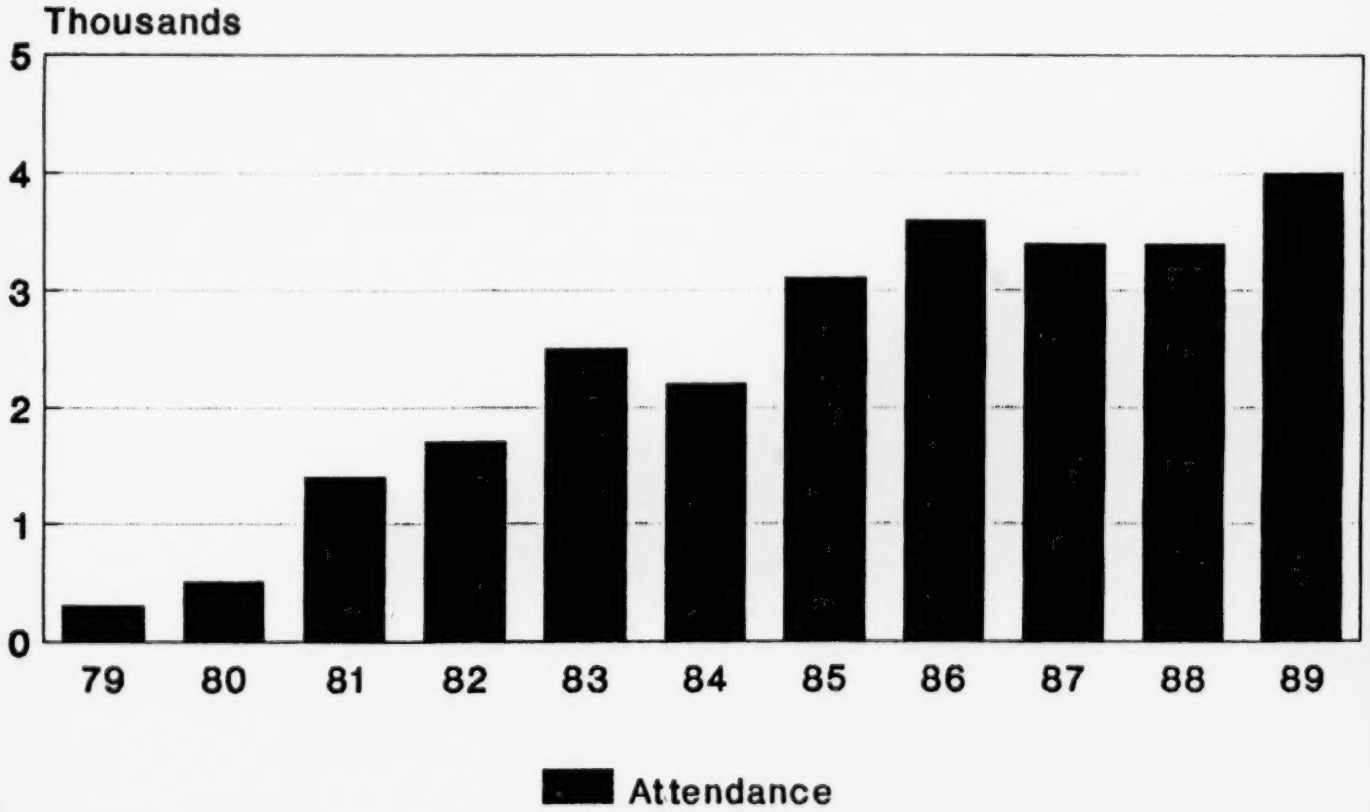
(1) Name of contestant
(2) Cumulative G.P.A.
(3) Students will indicate the two contests he/she wishes to be used as a basis for selection. The contestant may count only those two contests, even if he/she is competing in three.

III. The outstanding student will be chosen on the basis of his/her combined showing in the two contest he/she chooses. (Example: student finishes 3rd in English (3 points), 7th in Math (7 point)...total 10 points. Persons with lowest total wins). Should a tie occur, the G.P.A. will serve as tie-breaker. Should a tie still exist, those affected should report to a pre-arranged location where a select panel will ask each contestant two questions and resolve the tie on the basis of his/her answers. To speed things along, contest supervisors should forward test results of these students separately and speedily to the selected committee.

IV. A winner and three alternates will be named.

APPENDIX E

SCORES Academic Festival
Attendance, 1979-1989



Number of Schools Attending Each Year

Year	Number
1979	26
1980	29
1981	36
1982	46
1983	50
1984	45
1985	70
1986	72
1987	85
1988	81
1989	?

Dates of Past Festivals

1979 - April 28

1980 - April 19

1981 - April 4

1982 - April 3

1983 - March 26

1984 - March 24

1985 - March 30

1986 - March 8

1987 - March 21

1988 - March 26

1989 - March 11